

HONG Kok Liang



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Profile

Kok Liang's experience spans more than 15 years in the consumer bank space focusing on Customer Experience and Product Management. Over time, he has worked on various products and cross functional projects with local and regional exposure. In that period, he was in the front seat of the industry transformation and is an early adopter and practitioner of Design Thinking and Innovation tools.

As an engineer by training coupled with business acumen, his unique blend of skills and experience enables him to bridge the requirements between customer, business and operational aspect to find practical solutions. In turn he enriches the class experience by sharing these practitioner know-hows. His interests lie in the field of Design Thinking and Customer Experience and he uses it to fuel his passion to help participants return back to their organisation more customer obsessed.

He graduated from with a Bachelor of Engineering (minor in Business) from Nanyang Technological University (NTU) and later achieved his Master of Science in Applied Economics from Singapore Management University (SMU).

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